



KSHB-TV

# ORDER

Print Date 08/09/12 Page 1 of 2

Flight Dates **08/10/12-08/17/12**

Contract / Revision      **307558 /**  
Original Date / Revision      08/09/12    08/09/12  
Advertiser **McCaskill / Democrat / Sena**  
Agency    **Media Strategies and Resea**  
Buying Contact  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Product  
**Kansas City**  
Agency Com    15%  
Billing Contact  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**  
Sales Office    KSHBN  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #          **11597**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL          POL          CAND  
Product Codes    PL  
Priority              P-3  
Advertiser Ref

Primary Account Executive  
 Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	29	\$42,967.50	\$50,550.00	0.00	07/30/12	08/17/12	29	\$42,967.50	\$50,550.00
Totals	29	\$42,967.50	\$50,550.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/13/12	08/16/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M-WT---	1:00	3	\$800.00	P-2	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	M-WT---		3		\$800.00		0.00				
N 2	KSHB	08/13/12	08/17/12	Today Show Today Show	CM	7-9a	MTW-F--	1:00	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTW-F--		4		\$1,000.00		0.00				
N 3	KSHB	08/16/12	08/16/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	---T---	1:00	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	---T---		1		\$250.00		0.00				

Totals	29	\$50,550.00
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